

**Attorney Docket No.: SCEI 18.302 (100809-16225)**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: Ken KUTARAGI et al.

Serial No.: 09/780,995

Filed: February 9, 2001

Title: **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS  
ADVERTISING SERVER, AND PROGRAM-  
TRANSFERRING MEDIUM FOR REALIZING IN-  
CONTENTS ADVERTISING**

Examiner: Raquel Alvarez

Art Unit: 3622

Confirmation No.: 5881

February 27, 2008

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the non-final Office action mailed November 27, 2008, Applicant hereby requests that the above-referenced application be reconsidered based on the following:

- I.** Amendments to the claims appear on page 2 of this paper; and
- II.** Remarks begin on page 13 of this paper.